

# firefighters

OPERATION **warm** | more  
than  
a coat



For Immediate Release: October 27<sup>th</sup>, 2016

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## Morgantown Firefighters Warm the Hearts of Underprivileged Children with New Winter Coats

Morgantown, WV – On October 31<sup>st</sup>, 2016, The Morgantown Firefighters, IAFF Local 313, will provide brand-new winter coats to over 50 children at Mountainview Elementary, North Elementary, and Suncrest Primary, in partnership with Operation Warm, a national non-profit dedicated to warming the hearts, minds and bodies of children in need. The collaborative, community-based program has impact far beyond Morgantown. Firefighters across the USA & Canada are bringing this program to the communities they protect. ***Firefighters for Operation Warm: A movement led by professional firefighters to combat the effects of childhood poverty.***

“With our poverty levels reaching 40%, our children and schools benefit from this program in more ways than one,” stated Jayson Nicewarner, Local 313 President. “By nature of our service to the community, we’re able to see the harsh effects poverty has on these children first hand.” Morgantown Firefighters will arrive at North Elementary, Mountainview Elementary, and Suncrest Primary personally fitting each child with a new coat, and helping them to write their name in the interior tag, which reads, “Made Just for You.” With monetary support from the Morgantown community, the firefighters are able to give the gift of warmth to these children right before the winter holidays.

Specifically for the Firefighters program, Operation Warm has manufactured 90,000 100% American-made coats, supporting over 200 jobs. As the first known coat production to be brought back to the USA, the children will receive bright, new coats made with American pride. “This is so much more than a coat,” said Nicewarner Local 313 President. “Beyond warmth and dignity for children, American coat production targets a root cause of poverty for so many families.”

“This is a program that strengthens communities and the overall well-being of children,” stated Rich Lalley, Executive Director of Operation Warm. “A new coat boosts a child’s self-esteem and allows families to stretch limited financial resources to other basic necessities, such as food and shelter.”

Donate to Morgantown Firefighters for Operation Warm: [www.operationwarm.org/morgantown](http://www.operationwarm.org/morgantown)

*Media is welcome to attend.*

Mountainview Elementary  
661 Greenbag Road  
Morgantown, WV 26508  
October 31<sup>st</sup>, 2016 @ 9am

North Elementary  
825 Chestnut Ridge Road  
Morgantown, WV 26505  
October 31<sup>st</sup>, 2016 @ 1pm

## **A Movement Led by Professional Fire Fighters to Combat the Effects of Childhood Poverty**

Operation Warm Teams with the International Association of Firefighters

Operation Warm is dedicated to providing new winter coats to U.S. children in need and has reached more than 1.2 million children since 1998. The International Association of Firefighters (IAFF) represents professional fire fighters who are dedicated to serving their communities beyond the traditional call of duty. In 2012, the IAFF joined Operation Warm in their fight against poverty, forming a localized program, Firefighters for Operation Warm. Through this unprecedented partnership, firefighters are distributing coats made and sourced 100% in the USA helping Americans get back to work, and out of poverty.

[www.iaff.org](http://www.iaff.org)

[www.operationwarm.org](http://www.operationwarm.org)

[www.firefightersOW.org](http://www.firefightersOW.org)